

## TELEFAX COVER SHEET

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FEB 22 2005

## MOSER, PATTERSON &amp; SHERIDAN, LLP

ATTORNEYS AT LAW  
595 SHREWSBURY AVENUE  
FIRST FLOOR  
SHREWSBURY, NJ 07702  
TELEPHONE (732) 530-9404  
TELEFAX (732) 530-9808

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THIS TELEFAX MESSAGE IS ADDRESSED TO THE PERSON OR COMPANY  
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THIS MESSAGE HAS 14 PAGES INCLUDING THIS SHEET

TO: Commissioner for Patents

FAX NO.: 703-872-9306

FROM: Eamon J. Wall

DATE: February 22, 2005

MATTER: Serial No. 09/973,083 Filed: 10/10/01

DOCKET NO.: 5205 (SEDN/5205)

APPLICANT: John S. Hendricks et al.

The following has been received in the U.S. Patent and Trademark Office on the date of this facsimile:

Resubmitted is Status Letter with attached Associate Power of Attorney/Change of Correspondence Address with proof of receipt by the PTO on 10/28/04. It appears that this document has not been processed. Please process the Power of Attorney/Change of Correspondence Address and advise respecting the status of this application.

## CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. §1.8

I hereby certify that this correspondence is being transmitted by facsimile to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on February 22, 2005, Facsimile No. (703) 872-9306.

Janet Kondrk  
Name of Person Signing This Certificate

Janet Kondrk 2/22/05  
Signature and date

342747\_1

PAGE 2/14 \* RCVD AT 2/22/2005 2:08:53 PM [Eastern Standard Time] \* SVR:USPTO-EFEXRF-1/3 \* DNIS:8729306 \* CSID:732 530 9808 \* DURATION (mm:ss):03:48

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\*\*\* TX REPORT \*\*\*  
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TRANSMISSION OK

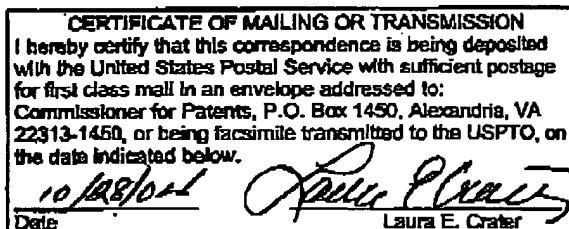
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FEB 22 2005

**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION**

Applicants: John S. Hendricks et al. Case: 5205 (SEDN/5205)  
Serial No.: 09/973,083 Examiner: unknown  
Filed: 10/10/01 Group Art Unit: 2611  
Confirmation #: 5151  
Title: INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION  
DELIVERY SYSTEMS

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450



Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**STATUS LETTER**

Please advise the anticipated date of the first Office Action.

A copy of a previously filed (but not acknowledged) ASSOCIATE POWER OF  
ATTORNEY/CHANGE OF CORRESPONDENCE ADDRESS is attached. Please mark  
the records of the PTO to reflect that all correspondence should be sent to CUSTOMER

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION

Applicants: John S. Hendricks et al.

Case: 5205 (SEDN/5205)

RECEIVED  
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Serial No.: 09/973,083

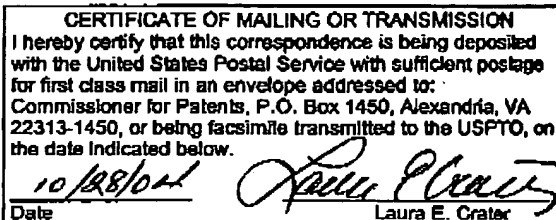
Examiner: unknown

FEB 22 2005

Filed: 10/10/01

Group Art Unit: 2611

Confirmation #: 5151

Title: INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION  
DELIVERY SYSTEMSCommissioner for Patents  
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Alexandria, VA 22313-1450Commissioner for Patents  
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Alexandria, VA 22313-1450

S I R:

STATUS LETTER

Please advise the anticipated date of the first Office Action.

A copy of a previously filed (but not acknowledged) ASSOCIATE POWER OF ATTORNEY/CHANGE OF CORRESPONDENCE ADDRESS is attached. Please mark the records of the PTO to reflect that all correspondence should be sent to CUSTOMER #26,291, MOSER, PATTERSON & SHERIDAN, LLP, 595 Shrewsbury Avenue, Suite 100, Shrewsbury, New Jersey 07702.

Respectfully submitted,

10/28/04

Eamon J. Wall

Eamon J. Wall, Attorney  
Reg. No. 39,414  
(732) 530-9404

MOSER, PATTERSON & SHERIDAN, LLP  
Attorneys at Law  
595 Shrewsbury Avenue, Suite 100  
Shrewsbury, NJ 07702

ANTICIPATED DATE OF FIRST ACTION \_\_\_\_\_

PATENT  
Atty. Dkt. No. SE00015EDM

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

<b>CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. 31.8</b>	
I hereby certify that this correspondence is being transmitted by facsimile to the Commissioner for Patents, Box 1450, Alexandria, VA 22313 on <u>10/12/04</u> Facsimile No. <u>703-872-9306</u>	
<u>LAURA E CRATER</u>	<u>Laurel Crater 10/12/04</u>
Name of person signing this certificate	Signature and date
	<u>10 pages</u>

## POWER OF ATTORNEY/CHANGE OF CORRESPONDENCE ADDRESS

Sedna Patent Services, LLC, assignee of the entire right, title and interest in the applications identified in EXHIBIT A attached hereto, hereby revokes all prior Powers of Attorney and appoints the practitioners associated with the Customer Number 26,291, with full power of substitution and revocation, to prosecute the applications listed on EXHIBIT A, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Letters Patents.

Please direct all correspondence to the address associated with Customer Number 26,291.

Please direct all telephone calls to:  
Eamon J. Wall (732) 530-9404

A copy of Patent Assignment executed on September 14, 2004 (which Patent Assignment has been forwarded to the United States Patent & Trademark Office for recordation under separate cover) evidencing Sedna Patent Services, LLC's ownership of the entire right, title and interest in the applications identified in EXHIBIT A is also attached hereto.

Executed this 12 day of October 2004.

William D. McCall  
William D. McCall  
Chief Executive Officer  
Sedna Patent Services, LLC

PATENT  
Atty. Dkt. No. SEDN/001SEDNRECEIVED  
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FEB 22 2005

EXHIBIT A

Country Name	Patent/Design Number (if applicable)	Application Number
U.S.A.	D354059	29/002,322
U.S.A.	D381991	29/025,792
U.S.A.	D368263	29/025,794
U.S.A.	D348251	29/002,352
U.S.A.	5559549	08/160,191
U.S.A.	5600364	08/160,280
U.S.A.	5600573	08/352,204
U.S.A.	5659350	08/160,282
U.S.A.	5682195	08/160,283
U.S.A.	5734853	08/160,193
U.S.A.	5798785	08/160,281
U.S.A.	5990927	08/160,194
U.S.A.	6052554	08/711,742
U.S.A.	6160989	08/735,552
U.S.A.	6181335	09/157,574
U.S.A.	6201536	08/352,205
U.S.A.	6408437	08/906,469
U.S.A.	6463585	09/054,419
U.S.A.	6515680	08/928,630
U.S.A.	6539548	08/912,934
U.S.A.		60/025,604
U.S.A.		60/033,485
U.S.A.	6675386	08/923,091
U.S.A.	6738978	08/735,549
U.S.A.		07/991,074
U.S.A.		09/920,798
U.S.A.		09/964,856
U.S.A.		09/964,889
U.S.A.		09/964,890
U.S.A.		09/966,759
U.S.A.		09/964,891
U.S.A.		09/966,757
U.S.A.		09/966,758
U.S.A.		09/966,594
U.S.A.		09/921,057
U.S.A.		09/321,569
U.S.A.		09/285,249

PATENT  
Any. Dkt. No. SEDN001SEDN

Country Name	Patent/Design Number (if applicable)	Application Number
U.S.A.		09/630,737
U.S.A.		10/261,931
U.S.A.		09/597,893
U.S.A.		09/609,286
U.S.A.		09/628,805
U.S.A.		09/975,312
U.S.A.		09/973,083
U.S.A.		10/263,806
U.S.A.		10/724,123
U.S.A.		09/124,043
U.S.A.		08/794,637
U.S.A.		09/208,097
U.S.A.		09/597,891
U.S.A.		09/643,722
U.S.A.		09/404,707
U.S.A.		10/227,833
U.S.A.		08/868,967
U.S.A.		09/106,859
U.S.A.		09/162,768
U.S.A.		09/162,767
U.S.A.		09/158,549
U.S.A.		09/252,485
U.S.A.		09/315,106
U.S.A.		09/396,429
U.S.A.		09/396,428
U.S.A.		09/533,780
U.S.A.		09/541,891
U.S.A.		08/958,088
U.S.A.		09/191,520
U.S.A.		09/556,875
U.S.A.		09/551,211
U.S.A.		09/521,614
U.S.A.		09/609,285
U.S.A.		09/588,503
U.S.A.		09/920,723
U.S.A.		09/973,081
U.S.A.		09/973,067
U.S.A.		09/977,488
U.S.A.		09/609,316
U.S.A.		09/920,615
U.S.A.		10/448,014
U.S.A.		60/231,338

PATENT  
Alt. Dkt. No. SEDN001SEDN

Country Name	Patent/Design Number (if applicable)	Application Number
U.S.A.		09/946,781
U.S.A.		10/295,922
WO	WO03/032626	PCT/US02/32130
WO	WO03/032623	PCT/US02/32128
WO	WO03/034704	PCT/US02/32756
WO	WO94/14284	PCT/US93/11708
WO	WO94/14280	PCT/US93/11616
WO	WO94/14281	PCT/US93/11617
WO	WO94/14282	PCT/US93/11618
WO	WO94/13107	PCT/US93/11606
WO	WO94/14279	PCT/US93/11615
WO	WO94/14283	PCT/US93/11706
WO	WO95/15657	PCT/US94/13809
WO	WO95/15658	PCT/US94/13847
WO	WO99/12349	PCT/US98/18271
WO	WO01/99426	PCT/US01/14865
WO	WO03/032624	PCT/US02/32141
WO	WO02/03693	PCT/US01/16501
WO	WO00/30354	PCT/US99/26479
WO	WO02/03683	PCT/US01/14862
WO	WO02/03706	PCT/US01/20478
WO	WO02/11442	PCT/US01/23606
WO	WO03/032640	PCT/US02/32129
WO	WO99/52285	PCT/US99/07206



## PATENT ASSIGNMENT

WHEREAS, DISCOVERY COMMUNICATIONS, INC., a Delaware corporation, with its principal place of business at One Discovery Place, Silver Spring, Maryland 20910 (the "Assignor") is the owner of the inventions, patent applications and patents set forth on Exhibit A hereto (collectively, the "Patents");

WHEREAS, SEDNA PATENT SERVICES, LLC, a Delaware limited liability company with a principal place of business at 1500 Market Street, 27th Floor, West Tower, Philadelphia, PA 19102 (the "Assignee") desires to acquire jointly the entire right, title and interest of Assignor in and to the Patents.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer, convey, deliver and set over to Assignee any and all interest that Assignor may own or claim to own in the inventions, patent applications and patents aforesaid comprising the Patents, for the United States and all foreign countries, and any reissue or reissues of said Patents already granted and which may be granted on said applications, and any divisional, continuation and continuation-in-part applications claiming priority from the aforesaid applications, together with all additions thereto, substitutions therefor and modifications thereof, or foreign equivalents thereof, and including the subject matter of all claims which may be obtained therefrom, the same to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, to the end of the term or terms for which said Patents are or may be granted or reissued as fully and entirely as the same would have been enjoyed by Assignor if this assignment, sale and transfer had not been made; together with all claims for damages by reason of past infringement of said Patents, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives;

AND, Assignor hereby authorizes and requests the Commissioner of Patents and Trademarks of the United States and any official of any foreign jurisdiction whose duty it is to issue patents on applications as described above, to issue any and all letters patents of the United States or such foreign jurisdiction on said inventions or resulting from said applications or any divisional, continuation, continuation-in-part and reissue applications thereof to Assignee of the entire interest therein, and hereby covenants that it has full right to convey its entire interest as herein assigned, and that it has not executed any agreement inconsistent herewith and will not execute any agreement inconsistent herewith without Assignee's consent; and Assignor hereby further covenants and agrees that it shall, without any additional consideration, communicate with Assignee and its successors and assigns, any facts known to it respecting the inventions, and testify in any legal proceeding, sign all lawful papers when called upon to do so, execute and deliver any and all papers that may be necessary or desirable to perfect the title of the aforesaid inventions, patent applications and patents comprising the Patents in Assignee, its successors and

assigns, execute all divisional, continuation, continuation-in-part and reissue applications, make all rightful oaths and generally do everything reasonably necessary to aid Assignee, its successors and assigns, to prosecute, obtain and enforce proper patent protection for the Patents and related inventions in the United States and any foreign jurisdiction, it being understood that any expense incident to the execution of such papers shall be borne by the Assignee, its successors and assigns.

Agreed this 14<sup>th</sup> day of September, 2004.

**DISCOVERY COMMUNICATIONS, INC.**

By: [Signature]  
Name: Mark Hollinger  
Title: Senior Executive Vice President  
Corporate Operations General Counsel

**SEDNA PATENT SERVICES, LLC**

By: [Signature]  
Name: William D. McCall  
Title: Chief Executive Officer

STATE OF MARYLAND )

COUNTY OF MONTGOMERY )

Before me, a notary public, in and for the state and county aforesaid, on this 14<sup>th</sup> day of September, 2004, personally appeared Mark Hollinger, who being to me personally known, and who having first executed the foregoing instrument in my presence and having been by me first duly sworn, did acknowledge the foregoing instrument as their free deed and act, signed, sealed and delivered by them for the purpose therein stated and intending to be legally bound thereby and intending that said instrument be recorded.

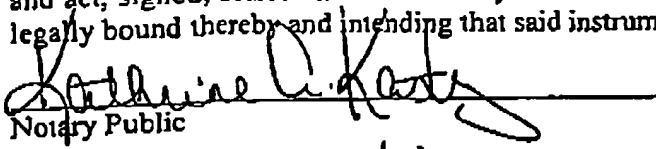
[Signature]  
Notary Public

My commission expires: 7/3/05

STATE OF MARYLAND )

COUNTY OF MONTGOMERY )

Before me, a notary public, in and for the state and county aforesaid, on this 14<sup>th</sup> day of September, 2004, personally appeared William D. McCall, who being to me personally known, and who having first executed the foregoing instrument in my presence and having been by me first duly sworn, did acknowledge the foregoing instrument as their free deed and act, signed, sealed and delivered by them for the purpose therein stated and intending to be legally bound thereby and intending that said instrument be recorded.

  
Notary Public

My commission expires: 7/3/05

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FEB 22 2005

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U.S.A.	5734853	08/160193
U.S.A.	5798785	08/160281
U.S.A.	5990927	08/160194
U.S.A.	6052554	08/711742
U.S.A.	6160989	08/735552
U.S.A.	6181335	09/157574
U.S.A.	6201536	08/352205
U.S.A.	6408437	08/906469
U.S.A.	6463585	09/054419
U.S.A.	6515680	08/928630
U.S.A.	6539548	08/912934
U.S.A.		60/025604
U.S.A.		60/033485
U.S.A.	6675386	08/923091
U.S.A.	6738978	08/735,549
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U.S.A.		09/964,889
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U.S.A.		09/966,759
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